

The View From The C-Suite

Why Engagement Is Now

Steve Goldstein

President, Engaged Leadership Advisors

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ENGAGED
LEADERSHIP ADVISORS

Why Am I Here?

Forces Coalescing In the Market

- Companies realizing that engagement works
- Investors looking at management adoption of engagement
- ISO Standards coming



Google #1 -- 6 Years in A Row

“Rigorous analytical approach to morale; town halls held by black googlers, support for transgender workers, unconscious bias workshops, foster what employees say in a safe and inclusive workplace”

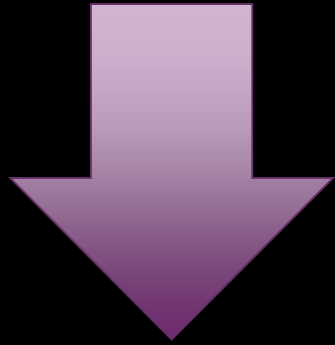
Wegmans #2

“We look for people who genuinely care about others and are happy to serve in whatever ways are necessary. We can teach just about any other skill they need”

SalesForce #8

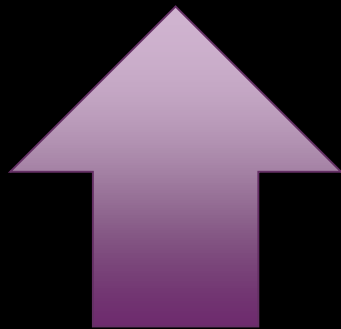
“Mark Benioff is the soul of the company and truly leads by example. Staffers gush about the “Ohana” culture that embraces equality, service and innovation”

Opportunity to Find Right Balance



Top Down

Suppliers, Providers, Platforms, Consultants



Bottoms Up



TIME FOR ACTION

**Leadership Without
Engagement Does Not Work**

This is Engagement

Five Principles of Engagement

- Fresh Eyes
- Connecting
- Transparency
- Hot Buttons
- Speed

So What, Now What?

- Start moving upstream to C-Suite
- Deploy platforms that have high visibility
- Leverage them to drive programs
- Get hard performance data
- Build strong use cases
- Keep your foot on the gas

Thank You!

